CLAIMS:

What is claimed is:

1. A method of presenting information via a digital device, comprising:

receiving information from at least one product/service provider, the information identifying a benefit, associated with a product/service of the at least one product/service provider, offered to a user of the digital device;

ranking the information based on the benefit offered to the user; and

presenting the information via the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

2. The method of claim 1, further comprising:

transmitting a request for the information from the at least one product/service provider; and

filtering out unwanted information from product/service providers.

3. The method of claim 2, wherein filtering out unwanted information from product/service providers includes determining if the information from the product/service providers meets criteria in a user profile.

4. The method of claim 2, wherein filtering out unwanted information from product/service providers includes receiving a user selection of unwanted

product/service provider groups.

5. The method of claim 1, wherein the information includes one or more of product/service identification information and an incentive to buyers of a product/service.

6. The method of claim 1, wherein the benefit to the user is at least one of a discount, a rebate, free shipping and handling, free accessories, proximity to the user, and time urgency.

7. The method of claim 1, wherein the information includes one or more of a product/service code, a product/service cost ranking, an incentive type code, and a value for the incentive.

8. The method of claim 1, wherein ranking the information based on the benefit offered to the user includes ranking the information based on one or more rule sets.

9. The method of claim 1, wherein presenting the information via the digital device in accordance with the ranking of the information includes allocating a display size on the digital device in accordance with the ranking of the information.

10. The method of claim 1, wherein presenting the information via the digital device in accordance with the ranking of the information includes allocating presentation time on the digital device in accordance

with the ranking of the information.

11. The method of claim 1, wherein presenting the information via the digital device in accordance with the ranking of the information includes allocating a display position on a display of the digital device in accordance with the ranking of the information.

12. The method of claim 2, wherein transmitting the request is performed in response to one of logging on to a network server, booting-up the digital device, receiving an input to a user prompt, and receiving an input from a sensor.

13. The method of claim 2, wherein transmitting the request is performed in response to an occurrence of an event as determined based on sensor input.

14. The method of claim 13, wherein the sensor input includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

15. The method of claim 13, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.

16. A system for presenting information, comprising:

a network interface for receiving information from at least one product/service provider, the information identifying a benefit, associated with a product/service of the at least one product/service provider, offered to

a user;

an auction device that ranks the information based on the benefit offered to the user; and

a display device that presents the information in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

17. The system of claim 16, further comprising:

a transmitter for transmitting a request for the information from the at least one product/service provider; and

a filter for filtering out unwanted information from product/service providers.

18. The system of claim 17, wherein the filter determines if the information from the product/service providers meets criteria in a user profile.

19. The system of claim 17, wherein the filter receiving a user selection of unwanted product/service provider groups.

20. The system of claim 16, wherein the information includes one or more of product/service identification information and an incentive to buyers of a product/service.

21. The system of claim 16, wherein the benefit to the user is at least one of a discount, a rebate, free shipping and handling, free accessories, proximity to the user, and time urgency.

22. The system of claim 16, wherein the information includes one or more of a product/service code, a product/service cost ranking, an incentive type code, and a value for the incentive.

23. The system of claim 16, wherein the auction device ranks the information based on one or more rule sets.

24. The system of claim 16, wherein the display allocates a display size in accordance with the ranking of the information.

25. The system of claim 16, wherein the display allocates presentation time in accordance with the ranking of the information.

26. The system of claim 16, wherein the display allocates a display position in accordance with the ranking of the information.

27. The system of claim 17, wherein the transmitter transmits the request in response to one of logging on to a network server, booting-up the digital device, receiving an input to a user prompt, and receiving an input from a sensor.

28. The system of claim 17, wherein the transmitter transmits the request in response to an occurrence of an event as determined based on sensor input.

29. The system of claim 28, wherein the sensor input

includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

30. The system of claim 28, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.

31. The system of claim 16, wherein the auction device and the display device are remotely located from one another.

32. A computer program product in a computer readable medium for presenting information via a digital device, comprising:

first instructions for receiving information from at least one product/service provider, the information identifying an benefit, associated with a product/service of the at least one product/service provider, offered to a user of the digital device;

second instructions for ranking the information based on the benefit offered to the user; and

third instructions for presenting the information via the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

33. The computer program product of claim 32, further comprising:

fourth instructions for transmitting a request for the information from the at least one product/service

provider; and

fifth instructions for filtering out unwanted information from product/service providers.

34. The computer program product of claim 32, wherein the second instructions for ranking the information based on the benefit offered to the user includes instructions for ranking the information based on one or more rule sets.

35. The computer program product of claim 32, wherein the third instructions for presenting the information via the digital device in accordance with the ranking of the information includes instructions for allocating a display size on the digital device in accordance with the ranking of the information.

36. The computer program product of claim 32, wherein the third instructions for presenting the information via the digital device in accordance with the ranking of the information includes instructions for allocating presentation time on the digital device in accordance with the ranking of the information.

37. The computer program product of claim 32, wherein the third instructions for presenting the information via the digital device in accordance with the ranking of the information includes instructions for allocating a display position on a display of the digital device in accordance with the ranking of the information.

38. The computer program product of claim 33, wherein

the fourth instructions for transmitting the request are executed in response to an occurrence of an event as determined based on sensor input.

39. The computer program product of claim 38, wherein the sensor input includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

40. The computer program product of claim 38, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.